

SERFF Tracking Number:	AEGJ-125699123	State:	Arkansas
Filing Company:	Transamerica Life Insurance Company	State Tracking Number:	39335
Company Tracking Number:	TLC OS 0608		
TOI:	LTC03I Individual Long Term Care	Sub-TOI:	LTC03I.001 Qualified
Product Name:	TLC OS 0608		
Project Name/Number:	Our Strength/TLC OS 0608		

## Filing at a Glance

Company: Transamerica Life Insurance Company

Product Name: TLC OS 0608

TOI: LTC03I Individual Long Term Care

Sub-TOI: LTC03I.001 Qualified

Filing Type: Advertisement

SERFF Tr Num: AEGJ-125699123 State: ArkansasLH

SERFF Status: Closed

Co Tr Num: TLC OS 0608

Co Status:

Authors: Joan Shumaker, Pamm  
Davis

Date Submitted: 06/17/2008

State Tr Num: 39335

State Status: Filed-Closed

Reviewer(s): Harris Shearer

Disposition Date: 07/23/2008

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: Our Strength

Project Number: TLC OS 0608

Requested Filing Mode: Review & Approval

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments: Advertising not  
required to be filed in domicile.

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 07/23/2008

State Status Changed: 07/23/2008

Corresponding Filing Tracking Number: TLC OS 0608

Market Type: Individual

Group Market Size:

Group Market Type:

Deemer Date:

Filing Description:

Enclosed are the referenced forms submitted for your review and approval. These forms are not intended to replace any advertising previously approved forms.

These forms will be used to solicit policy form TLC 1-FP (AR) 206, et al., which was approved by your department on May 30, 2006.

<i>SERFF Tracking Number:</i>	<i>AEGJ-125699123</i>	<i>State:</i>	<i>Arkansas</i>
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The forms are the same, except Form TLC OSI 0608 has a place for an individual agent to put his/her information. The other form would be used in some situations where a customer would contact the company directly.

The Product Name is variable on both pieces, depending upon the employer or association group it is being used for.

The variables could be:

Transitions by Transamerica

SecurePath LTCi

TransCare Options

TransCare

It is our intention to use these forms in both paper and electronic form.

We trust that these forms will meet with your approval. If you have any questions, please contact me at 800-553-7600, x3530, or [pamdavis@aegonusa.com](mailto:pamdavis@aegonusa.com).

## Company and Contact

### Filing Contact Information

Pamm Davis, Advertising Analyst Trainee	<a href="mailto:pamdavis@aegonusa.com">pamdavis@aegonusa.com</a>
P.O. Box 93007	(800) 553-7600 [Phone]
Bedford, TX 76053-3007	(817) 285-3394[FAX]

### Filing Company Information

Transamerica Life Insurance Company	CoCode: 86231	State of Domicile: Iowa
P O Box 93005	Group Code: 468	Company Type:
Hurst, TX 76053-3005	Group Name:	State ID Number:
(800) 553-7600 ext. [Phone]	FEIN Number: 39-0989781	
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## Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00

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<b>Retaliatory?</b>	<b>No</b>		
<b>Fee Explanation:</b>	<b>2 advertisements x \$25 each</b>		
<b>Per Company:</b>	<b>No</b>		

*SERFF Tracking Number:*      *AEGJ-125699123*                      *State:*                      *Arkansas*  
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*Company Tracking Number:*      *TLC OS 0608*  
*TOI:*                      *LTC03I Individual Long Term Care*              *Sub-TOI:*                      *LTC03I.001 Qualified*  
*Product Name:*              *TLC OS 0608*  
*Project Name/Number:*      *Our Strength/TLC OS 0608*

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Transamerica Life Insurance Company	\$50.00	06/17/2008	20945950

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## Correspondence Summary

### Dispositions

<b>Status</b>	<b>Created By</b>	<b>Created On</b>	<b>Date Submitted</b>
Filed-Closed	Rosalind Minor (FM)	07/23/2008	07/23/2008

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## **Disposition**

Disposition Date: 07/23/2008

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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<b>Item Type</b>	<b>Item Name</b>	<b>Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Cover Letter	Filed-Closed	Yes
<b>Form</b>	Our Strength	Filed-Closed	Yes
<b>Form</b>	Our Strength w/ Agent Contact Info	Filed-Closed	Yes

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## Form Schedule

**Lead Form Number:** TLC OS 0608

Review Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed	TLC OS 0608	Advertising Our Strength	Initial			TLC OS 0608 Our Strength filing 6-13-08.pdf
Filed-Closed	TLC OSI 0608	Advertising Our Strength w/ Agent Contact Info	Initial			TLC OSI 0608 Our Strength filing 6-13-08.pdf



# OUR COMPANY'S STRENGTH

Be sure to buy Long Term Care Insurance from a company you know and trust! Long Term Care insurance is only as good as the company behind it.

Transamerica Life Insurance Company has been a member of the financial services industry for many years. We offer Long Term Care insurance that gives you flexibility by providing benefits from a wide range of options. You can design your insurance plan to meet your lifestyle needs.

AGENCY	RATING	DESCRIPTION
A.M. Best	A+	Superior (2007)
Standard & Poor's	AA	Very Strong (2008)
Moody's	Aa3	Excellent (2008)
Fitch	AA+	Very Strong (2007)

## High Industry Ratings

Consistently high ratings are a direct reflection of the care with which we manage our business. Transamerica's life insurance subsidiaries have received high ratings from the industry's most respected independent rating services.

Financial Strength Ratings for Transamerica Occidental Life Insurance Company, Transamerica Life Insurance Company, and Transamerica Financial Life Insurance Company.

Ratings shown represent current and independent opinions from the leading providers of ratings of insurance companies. After evaluating a company's financial condition and operating performance, these agencies assign ratings of a company's financial strength and ability to meet obligations to policyholders. A.M. Best's A+ rating is the second highest of 16 ratings, Standard & Poor's AA rating is the third highest of 21 ratings, Moody's Aa3 rating is the fourth highest of 21 ratings, and Fitch's AA+ rating is the second highest of 24 ratings.



# [TRANSCARE]

A Plan Designed for a Changing Future™

Be sure to buy Long Term Care Insurance from a company you know and trust! Long Term Care insurance is only as good as the company behind it.

AGENT NAME:

CONTACT INFO.

LIC. #

Ratings shown represent current and independent opinions from the leading providers of ratings of insurance companies. After evaluating a company's financial condition and operating performance, these agencies assign ratings of a company's financial strength and ability to meet obligations to policyholders. A.M. Best's A+ rating is the second highest of 16 ratings, Standard & Poor's AA rating is the third highest of 21 ratings, Moody's Aa3 rating is the fourth highest of 21 ratings, and Fitch's AA+ rating is the second highest of 24 ratings.

# OUR COMPANY'S STRENGTH

Transamerica Life Insurance Company has been a member of the financial services industry for many years. We offer Long Term Care insurance that gives you flexibility by providing benefits from a wide range of options. You can design your insurance plan to meet your lifestyle needs.

AGENCY	RATING	DESCRIPTION
A.M. Best	A+	Superior (2007)
Standard & Poor's	AA	Very Strong (2008)
Moody's	Aa3	Excellent (2008)
Fitch	AA+	Very Strong (2007)

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## **Rate Information**

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## Supporting Document Schedules

<b>Satisfied -Name:</b>	Cover Letter	<b>Review Status:</b>	
<b>Comments:</b>		Filed-Closed	07/23/2008
<b>Attachment:</b>			
AR OS - OSI filing ltr 6-17-08.pdf			



Home Office: Cedar Rapids, Iowa  
Long Term Care Division  
P O Box 95302  
Hurst, Texas 76053-5302  
817-285-3530  
[pamdavis@aegonusa.com](mailto:pamdavis@aegonusa.com)

June 17, 2008

Commissioner Julie Benafield Bowman  
1200 West Third Street  
Little Rock, AR 72201

RE: **Long Term Care Advertising**  
**NAIC #:** 86231  
**FEIN #:** 39-0989781  
**Form # / Description:** TLC OS 0608 – Institutional Ad  
TLC OSI 0608 – Institutional Ad w/Agent Contact Info

Dear Commissioner Bowman:

Enclosed are the referenced forms submitted for your review and approval. These forms are not intended to replace any advertising previously approved forms.

These forms will be used to solicit policy form TLC 1-FP (AR) 206, et al., which was approved by your department on May 30, 2006.

The forms are the same, except Form TLC OSI 0608 has a place for an individual agent to put his/her information. The other form would be used in some situations where a customer would contact the company directly.

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- Transitions by Transamerica
- SecurePath LTCi
- TransCare Options
- TransCare

It is our intention to use these forms in both paper and electronic form.

We trust that these forms will meet with your approval. If you have any questions, please contact me at 800-553-7600, x3530, or [pamdavis@aegonusa.com](mailto:pamdavis@aegonusa.com).

Sincerely,

A handwritten signature in black ink that reads "Pamm Davis". The signature is written in a cursive, flowing style.

Pamm Davis  
Advertising Analyst Trainee  
Long Term Care Division

Enclosures